R9375-1

TRAVEL PRINTOUT

Supported by a grant from Travel Industry Association of America

Research News for the U.S. Travel Industry

U.S. Travel Data Center

August 1986 Volume 15, Number 8

Pleasure Travel in Spring 1986 Increases 2 percent

Travel for sightseeing, entertainment, outdoor recreation, and visiting friends and relatives this spring reached the hightest level since 1981, according to the latest results of the US Travel Data Center's National Travel Survey.

Americans took 2 percent more pleasure person-trips during March, April, and May of 1986 than in the same period of 1985. (A person-trip is measured each time anyone goes 100 miles away from home.)

Almost 22 percent of this spring's pleasure travelers flew to the destination, up from 18 percent in 1985. However, travel by autos, trucks, or recreational vehicles declined correspondingly to 73 percent.

Almost unchanged from year-earlier figures, 49 percent of travelers stayed with friends and relatives, and 38 percent stayed in commercial lodgings.

TOTAL PLEASURE PERSON-TRIPS FOR MARCH, APRIL, AND MAY

Year	Person-trips (millions)
1986	178
1985	174
1984	151
1983	155
1982	155
1981	178

Source: National Travel Survey

Households with annual income of over $30,000 increased their pleasure travel by 8 percent over spring 1985 levels, representing over half of all pleasure travel taken during the spring of 1986.

The South Atlantic/East South Central region attracted the greatest number of spring pleasure travelers. However, the East North Central region showed the most growth in visitors.##

Travel Grows During First Quarter 1986

Travel increased 7 percent during January - March 1986 over levels recorded for the same 1985 period, according to the US Travel Data Center's 1986 National Travel Survey First Quarter Report.

According to the report, which contains results from a monthly telephone survey of US residents now in its eighth year, Americans took 183 million person-trips, up from 172 million in first quarter 1985. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

While vacation travel rose 1 percent, weekend travel, which accounts for 46 percent of all first quarter travel, increased 16 percent. At least some of the increase can be attributed to Easter's move into March 1986 from April 1985.

Pleasure travel grew almost 11 percent, including 85 million person-trips to "visit friends and relatives" and 50 million person-trips involving "other pleasure" purposes such as sightseeing, outdoor recreation and entertainment.

Business/convention travel also increased 11 percent and accounted for 19 percent of first quarter travel.

The 1986 National Travel Survey First Quarter Report is being sent to Data Center members and is available to others for $75 prepaid from the US Travel Data Center, 1899 L Street, NW, Washington, DC 20036.##

Travel Prices Accelerate in June

Rising gasoline prices in June contributed to the largest monthly increase in travel prices in more than three years.

Travel costs jumped 1.5 percent according to the Travel Price Index (TPI) compiled monthly by the US Travel Data Center.

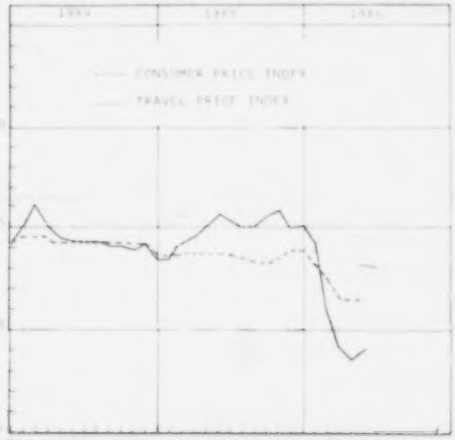
For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), increased 0.5 percent in June.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 381.1 (1967=100) in June.

Gasoline prices increased 4.7 percent in June, the second monthly increase after a 26 percent decline in the first four months of 1986. Intercity train fares rose 3.4 percent.

The price of gasoline has fallen 22.2 percent, the only component of the TPI to drop during the past 12 months.

Intercity bus fares have gained 13.7 percent over the last year, more than any other TPI component. Intercity train fares have risen 8.2 percent .##



Travel Prices Remain Below Year-Earlier Levels

Monthly and Annual Rates of Change in the Travel Price Index and Components
June 1986

TPI Component	Monthly Percent Change May 1986 to June 1986	Annual Percent Change June 1985 to June 1986
Transportation	2.1	-6.6
Airline Fares	0.6	4.5
Intercity Bus Fares	0.5	13.7
Intercity Train Fares	3.4	8.2
Taxicab Fares	0.4	3.1
Gasoline	4.7	-22.2
Lodging	2.3	2.5
Food Away From Home	0.4	3.8
Entertainment Services	0.5	5.0
Incidentals	-2.3	-0.8
TRAVEL PRICE INDEX	1.5	-0.9
CONSUMER PRICE INDEX	0.5	1.7

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by an affiliate of Travel Industry Association of America, the U.S. Travel Data Center, the national non-profit center for travel and tourism research. 1899 L Street, NW, Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

Travel in May Posts Modest Increase

Travel during May showed an increase of almost 2 percent over year-earlier levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 5 percent decline in April, travel by Americans rose from 98.3 million person-trips in May 1985 to 100.1 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that weekend travel rose 11 percent, but vacation travel fell 1.5 percent.

Business/convention travel rose significantly over the level set in May 1985, and travel for pleasure purposes, such as visiting friends and relatives, sightseeing or other entertainment, remained about the same as 1985 levels.

The average trip duration fell to 4.5 nights from 4.8 nights one year earlier, while round-trip distance fell to 850 miles, down from 910 miles in May 1985.

The South Atlantic/ East South Central region was the most popular with American travelers, accounting for 31 million person-trips in May 1986.##

Travel Advertising Spending Exceeds $900 Million in 1985

Ogilvy & Mather's 1986 edition of "Trends in Travel and Tourism Advertising Expenditures" reports that travel advertising spending in the U.S. reached a peak of $927 million in 1985.

Airlines (foreign and domestic), cruise lines, domestic destinations and Canadian provinces all recorded increases over 1984 expenditures.

The report, the latest in an annual series, covers the years 1981-1985. It details total advertising spending for various travel categories and analyzes leading advertisers in each category with yearly comparisons. Spending is also broken out by media for the total category, and for leading advertisers in each category.

Reports are available at $50 a copy. Checks should be made out to Ogilvy & Mather and sent to Ed Berrol, Ogilvy & Mather Partners, 675 Third Avenue, NY, NY 10017.##

Visitor Volume at National Parks

Region	MAY 1986 visits*	Change from MAY 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	1,212,529	14.6	8.1
MIDDLE ATLANTIC	3,063,403	19.2	14.6
SOUTH EAST	13,374,123	8.9	9.2
EAST NORTH CENTRAL	498,374	-13.1	0.0
WEST NORTH CENTRAL	820,380	-1.7	2.9
WEST SOUTH CENTRAL	1,213,766	-4.1	8.1
MOUNTAIN	3,613,431	7.4	10.1
PACIFIC	4,768,769	23.0	9.8
TOTAL	28,564,775	10.6	9.4

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	May	$ 3,595 million	- 0.2	6.9	6.2
Eating and drinking places(2)	May	$11,769 million	1.0	7.3	6.6
Gasoline service stations(2)	May	$ 7,186 million	1.1	-17.8	- 9.2
Commercial lodging demand					
Hotel/motel occupancy rate(3)	May	63.6 percent	- 0.6	- 2.8	- 0.1
Real demand for commercial lodging(4)	May	54.1 million	- 0.8	2.6	2.2
Airline passenger traffic(5)					
Domestic revenue passenger-miles	May	20.9 billion	3.3	9.4	11.8
International revenue passenger-miles	May	4.8 billion	12.7	-12.6	-11.7
Highway traffic volume(6)					
Rural arterial vehicle-miles	May	41.2 billion	9.1	4.9	5.7
Rail passenger traffic(7)					
Amtrak passenger-miles	May	404.3 million	7.0	- 4.9	2.2
Travel Price Index(8)	May	375.6	0.4	- 1.5	1.5
U.S. resident travel(9)					
Total person-trips	Apr	70.7 million	0.6	- 5.0	2.7
Vacation person-trips	Apr	41.8 million	-10.9	- 7.3	- 1.4
Total person-nights	Apr	304.0 million	-18.4	-14.9	5.1
Vacation person-nights	Apr	217.4 million	-33.8	-12.4	8.4
Public use of national parks(10)					
Visits	May	28,786,187	31.3	4.4	8.0
Overnight stays	May	1,323,381	56.3	- 8.7	- 3.8
Foreign arrivals in U.S.(11)					
From overseas	May	714,349	22.3	17.5	10.3
From Canada	May	813,719	- 5.0	- 1.5	0.3
From Mexico	May	53,454	0.7	-18.4	-13.5
U.S. citizen departures(12)					
To overseas	Mar	1,142,828	16.1	- 0.5	5.1
To Canada	May	1,300,290	132.5	28.0	16.9
Domestic demand for motor gasoline(13)					
Barrels per day	May	6,911 thousand	- 2.4	- 1.8	1.3

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary: U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

August 1986

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 8523
WASHINGTON, D.C.

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814